

ATTACHMENT 1

CERTIFIED ENGLISH LANGUAGE TRANSLATION
OF PRIORITY DOCUMENT



VERIFICATION OF TRANSLATION

I, Keisaku NAKAO
of a citizen of Japan residing at: 4-9-1-307, Tode, Saiwai-ku,
Kawasaki City, Kanagawa Pref., Japan, Japan
certify that I am familiar with the English and Japanese languages,
and to the best of my knowledge and belief the following is a true
translation of the officially certified copy of the Japanese
Patent Application No. 2000-190982.

This 21 day of September, 2005

Keisaku Nakao

Keisaku NAKAO



[Document Name] PATENT APPLICATION

[Identification No.] 62509044

[To] Commissioner; Japanese Patent Office

[International Patent Classification] G06F 19/00

[Inventor]

[Domicile or Residence] c/o NEC Corporation, 7-1, Shiba 5-chome, Minato-ku, Tokyo, Japan

[Name] Taneaki CHIBA

[Applicant]

[ID number] 0000004237

[Name] NEC Corporation

[Attorney]

[ID number] 100082935

[Patent Attorney]

[Name or Title] Naoki KYOMOTO

[Selected Attorney]

[ID number] 100082924

[Patent Attorney]

[Name or Title] Syuichi FUKUDA

[Selected Attorney]

[ID number] 100085268

[Patent Attorney]

[Name or Title] Nobuaki KAWAI

[Indication of Charge]

[Deposit Payment Register Number] 008279

[Amount of Fee] 21000

[Items of the Filing Articles]

- 2 -

[Article Name] Specification	one copy
[Article Name] Drawings	one copy
[Article Name] Abstract	one copy
[General Power of Attorney]	9115699

[Proof] . NECESSARY

[Document Name] Specification

[Title of the invention]

INFORMATION DISTRIBUTION SYSTEM

[Scope of Patent to be Claimed]

[Claim 1] An information distribution system characterized in that:

information from one or more of information transmitting sources is distributed to an information transmitting medium prepared in one or more places;

the information transmitting medium transmits the information with the use of short-distance radio communication; and

a transmitting and receiving terminal receives the information.

[Claim 2] An information distribution system characterized in that:

information from one or a plurality of information transmitting sources is distributed via a provider to an information transmitting medium prepared in one or more places;

the information transmitting medium transmits the information with the use of short-distance radio communication; and

a transmitting and receiving terminal receives the information.

[Claims 3] An information distribution system characterized in that:

information from one or a plurality of information transmitting sources is distributed through a wired network via a provider to an information transmitting medium prepared in one or more places;

the information transmitting medium transmits the information with the use of short-distance radio communication; and

a transmitting and receiving terminal receives the information.

[Claim 4] An information distribution system characterized in that:

information from one or a plurality of information transmitting sources is distributed through a wireless network via a provider to an information transmitting medium prepared in one or more places;

the information transmitting medium transmits the information with the use of short-distance radio communication; and

a transmitting and receiving terminal receives the information.

[Claim 5] An information distribution system characterized in that:

information from one or a plurality of

information transmitting sources is distributed through the Internet via a provider to an information transmitting medium prepared in one or more places;

the information transmitting medium transmits the information with the use of short-distance radio communication; and

a transmitting and receiving terminal receives the information.

[Claim 6] The information distribution system according to claims 1 to 5, characterized in that the information transmitting sources distribute text information or information generated with a word processor, in distributing information from the information transmitting sources.

[Claim 7] The information distribution system according to claims 1 to 5, characterized in that information transmitted by the information transmitting medium with the use of the short-distance radio communication is transmitted as voice information to the transmitting and receiving terminal.

[Claim 8] The information distribution system according to claims 1 to 5, characterized in that the information transmitting medium transmits information to the transmitting and receiving terminal through wired communication.

[Claim 9] The information distribution system according to claims 1 to 5, characterized in that a response from the transmitting and receiving terminal is sent back to a transmitting side.

[Claim 10] The information distribution system according to claims 1 to 5, characterized in that, in sending back the response from the transmitting and receiving terminal to the transmitting side, personal information is automatically added to be sent back.

[Claim 11] An information distribution system characterized in that an information transmitting source for transmitting information distributes information to an information transmitting medium through a provider for carrying out an information transfer.

[Claim 12] An information distribution system characterized in that an information transmitting source for transmitting information distributes information to an information distributing medium through the Internet.

[Claim 13] An information distribution system characterized in that:

an information transmitting source desiring

transmission of information transmits advertisement information through the Internet to a provider for carrying out an information transfer; and

a provider distributes the information to an information transmitting medium owned by the provider.

[Claim 14] An information distribution system characterized in that:

an information transmitting source desiring transmission of information transmits advertisement information through the Internet to a provider for carrying out an information transfer; and

a provider distributes the advertisement information to an information transmitting medium owned by the provider.

[Claim 15] The information distribution system according to claims 1 to 14, characterized by being provided with a display as the information transmitting medium.

[Claim 16] The information distribution system according to claims 1 to 15, characterized by indicating a transmission state of a transmission electrical wave with a transmission indicating lamp incorporated into the information transmitting medium.

[Claim 17] The information distribution system according to claims 1 to 16, characterized by receiving information transmitted from the information transmitting medium, with the transmitting and receiving terminal.

[Claim 18] The information distribution system according to claims 1 to 17, characterized by indicating the transmission state of the transmission electrical wave from the information transmitting medium with a receivable-state indicating lamp incorporated into the transmitting and receiving terminal.

[Claim 19] The information distribution system according to claims 1 to 18, characterized by using a portable phone as the transmitting and receiving terminal.

[Claim 20] The information distribution system according to claims 1 to 19, characterized by transmitting a command in a state in which the information transmitted from the information transmitting medium is received with the transmitting and receiving terminal, in order to carry out a transmission request from the transmitting and receiving terminal to the information transmitting

sources.

[Claim 21] The information distribution system according to claims 1 to 20, characterized by transmitting the command in the state in which the information transmitted from the information transmitting medium is received with the transmitting and receiving terminal, developing a personal profile transmission request for requesting transmission of necessary information to a personal profile management company for managing personal profiles in order to provide personal information from the personal profile management company via the provider to the information transmitting sources, and characterized by carrying out the transmission request for the necessary information, in order to carry out the transmission request from the transmitting and receiving terminal to the information transmitting sources.

[Claim 22] The information distribution system according to claims 1 to 21, characterized by using a security means in transmitting the personal information.

[Claim 23] The information distribution system according to claims 1 to 22, characterized by using a member code number or a personal identification number or a combination of the member code number and the

personal identification number as the security means,
in transmitting the personal information.

[Claim 24] The information distribution system
according to claims 1 to 23, characterized by
transmitting questionnaire answer information in a
state in which questionnaire survey information
transmitted from the information transmitting medium is
received with the transmitting and receiving terminal,
in order to carry out collection of questionnaire
surveys from the transmitting and receiving terminal to
the information transmitting sources.

[Claim 25] The information distribution system
according to claims 1 to 24, characterized by updating
information on the information transmitting sources
through the Internet.

[Claim 26] The information distribution system
according to claims 1 to 25, characterized by providing
the information transmitting medium to a store, and
distributing merchandise information in the nearest
floor, sales information, information on a specially-
prepared floor, and so forth.

[Claim 27] The information distribution system
according to claims 1 to 26, characterized by providing

the information transmitting medium in a place where information shifts and changes in accordance with movement routes.

[Claim 28] The information distribution system according to claims 1 to 27, characterized by replaying character data distributed to the information transmitting medium as voice through voice synthesis.

[Claim 29] The information distribution system according to claims 1 to 28, characterized by retransmitting information received from the transmitting and receiving terminal to store in a storage area provided by an Internet provider and so forth.

[Claim 30] The information distribution system according to claims 1 to 29, characterized by retransmitting the information received from the transmitting and receiving terminal to store in the storage area provided by the Internet provider and so forth.

[Claim 31] The information distribution system according to claims 1 to 30, characterized by retransmitting timetable information of a vehicle received from the transmitting and receiving terminal

to store in the storage area provided by the Internet provider and so forth.

[Claim 32] The information distribution system according to claims 1 to 31, characterized by directly connecting the transmitting and receiving terminal and the information transmitting medium to carry out transmission and reception of information.

[Claim 33] The information distribution system according to claims 1 to 32, characterized by carrying out the transmission and reception of the information of the transmitting and receiving terminal and the information transmitting medium within an electromagnetically-shielded closed area.

[Detailed Description of the Invention]

[0001]

[Technical Field to which the Invention belongs]

The present invention relates to an information distribution system. More particularly, the present invention relates to an information distribution system using short-distance radio communication as a means of providing information in particular, in the case where an information transmitting side is fixed and an information receiving side mainly moves, used chiefly for an advertisement purpose. Further, the present

invention relates to an information distribution system capable of direct marketing by making it possible to reply to a response from the receiving side for transmitted advertisement information.

[0002]

[Conventional Technique]

As mentioned in Japanese Laid Open Patent Application (JP-A-Heisei, 8-18523), a conventional information distribution system has a function of storing and updating: contract data composed of data on the information itself such as a field of information and a search keyword which users contract in advance regarding information provision, and data on accounting such as a contract period during which the information is received and an area where the information is receivable; and ID numbers for distinguishing each portable information terminal. At the same time, the conventional information distribution system is provided with a portable storage medium that can easily be carried; a reading device for taking out contents stored in the portable storage medium; an information storage device for storing various types of information provided to the users; an information management device having functions of reading information from the information storage device in accordance with contract details, and of writing externally-supplied information into the information storage device; a system

management device having functions of controlling the reading device, the information management device, and a transmission management device, and of adding the ID number to the information; the transmission management device having a function of radio-transmitting the information to which the ID number is added toward specific areas; and a portable information terminal having a receiving means of receiving the information radio-transmitted in the specific areas by using the ID number as a clue, an information storage means for storing information, an information indicating means of displaying the stored information, and a storage means of storing the ID number.

[0003]

This information distribution system is designed to store types of information to be distributed and the like in the portable storage medium and the portable information terminal which the users carry, and to provide the information for the users in accordance with the stored contents that is read with the reading device. Consequently, it is possible for users who have determined which information needs to be distributed, to obtain information without doing anything other than inserting the portable storage medium into the reading device or making the portable storage medium and the portable information terminal pass near the reading device.

[0004]

Furthermore, using a commuter pass for automatic ticket gates as the portable storage medium with regular use of the ticket gates makes it possible to regularly collect information without keeping acts of obtaining the information in mind at all, since the act of making a storage medium pass the reading device is originally for the purpose of the ticket gates.

[0005]

In addition, since matching of the ID number of the portable storage medium and that of the portable information terminal is conducted to identify the portable information terminal in advance, to which the information is transmitted, erroneous transmission to unintended portable information terminals is not caused without the need to confirm portable information terminals each time the information is transmitted.

[0006]

Also, in the entrance of the specific areas, the portable information terminal is notified of data on a transmission channel and is set to a standby state. As a result, it is possible to shorten a waiting time before the transmission of the information and a time during which the portable information terminal receives the information.

[0007]

Additionally, the users are notified of message

information telling that the contract has already or almost expired. Then, it is possible to make the users aware of the contract expiration and to prompt the users to renew the contract.

[0008]

Also, since text information can be conveyed in voice and raised letters, people with disabilities can also use the information. At the same time, usability is improved since people with no disabilities can also use the information in voice, as in the case of listening to the radio.

[0009]

Besides, usability is improved since not only the information from mass media but also personal information can be distributed.

[0010]

Additionally, system management becomes easier, since the distribution of information is necessary only within the specific areas.

[0011]

Also, control of turning pages can be performed only by tilting the portable information terminal. Therefore, an operation of turning pages can be carried out one-handed, leading to the improvement of usability.

[0012]

Further, the control of turning pages is possible in accordance with the extent of the tilt of

the portable information terminal by the users. Consequently, pages are not turned when the portable information terminal is carelessly tilted, leading to the improvement of usability.

[0013]

In addition, power consumption can be reduced, since a state in which a display of the portable information terminal is not used is detected to automatically stop only a display function.

[0014]

The conventional information distribution system performs the distribution of the information that the users need without troublesome operation in the users' daily life. The conventional information distribution system also provides the information distribution system and the portable information terminal in which the distributed information can be viewed with easy operation.

[0015]

As mentioned above, the conventional information distribution system is configured as hardware in which transmission data through wireless and wired communication can be received and stored with dedicated receiver and storage medium; the conventional information distribution system does not propose information distribution system business as advertising media.

[0016]

[Problems the Invention Tries to Solve]

In the above-mentioned conventional information distribution system, the first problem is that information displayed on advertisements and the like in the street cannot be recorded on the spot, or details of the information cannot be obtained.

[0017]

The reason is that ordinary types of advertisements are nothing but notification centering on images and simple text information: what the ordinary types of advertisements have as information is only the contents shown on the advertisements. Detailed information had to be separately acquired from magazines, leaflets, the web, and so on.

[0018]

The second problem is that distributing information in a physical form, such as paper suffers from problems that it is not easy to carry, organize, and reuse the information.

[0019]

The reason is that forms of distributed information are different with each other, with no consideration for carrying, organizing, and reusing the information.

[0020]

The third problem is that it takes time and

effort to obtain information by using an apparatus called as a fixed information terminal.

[0021]

The reason is that, in a terminal for distributing regional information called as KIOSK terminal and the like, it is necessary to retrieve desired information from hierarchized menus with keys, pads, touch screens, and the like, by looking at the screen at the same time, to outputs the desired information to a piece of paper and so on.

[0022]

The fourth problem is that it takes time and effort to try to obtain digital information as the information capable of being carried, organized, and reused.

[0023]

The reason is that, in the case of the information from a radio and a television for instance, it is difficult to selectively receive necessary information. Besides, in retrieval-type information gathering on the WWW through dial-up from information terminal such as a personal computer, it takes time before finding the desired information.

[0024]

The fifth problem is that it takes effort to transmit actual information from the information transmitting side.

[0025]

The reason is that the information transmitting side in general, needs to transmit information to an advertisement agency, and then the agency has to remake the information to output the remade information to actual advertising media and advertising means.

[0026]

It is an object of the present invention to provide a local information transmitting means at the end of a global information transmitting system, and a means of receiving the information, which makes it possible to obtain information instantly on the spot when finding the desired information; to simplify a transmitting means of the information transmitting side to directly distribute the transmitted information; and to feedback the response of the receiving side to the transmitting side as an inverse flow of the information. More particularly, when finding the desired information after the information from advertisements and signboards on the street is set to be transmitted, it is possible to obtain more detailed information on the spot; and to ask for the detailed information by transmitting the users' own profiles or to answer questionnaires for the obtained information, the information thus being directly returned to the advertisement transmitting side. Therefore, it is an object of the present invention to provide the

information distribution system, which is highly effective for marketing research business, and which can easily transmit update information from an information providing side through the internet in the advertisements and signboards that transmit the information.

[0027]

[Means for solving the problem]

The information distributing system in accordance with the present invention is designed to distribute information from one or more information transmitting sources to information transmitting mediums disposed at one or more places through a provider over the Internet. The information transmitting mediums is designed to transmit the information through short distance radio communication. The transmitted information is received by a receiving terminal.

[0028]

Effect:

An information transmitting medium, which include a transmitting terminal and store advertisement information, provides a display indicating whether the information transmission is ready. When an information obtaining user approaches the information transmitting medium storing advertisement information, a reception-ready sign is displayed on a transmitting and receiving

terminal owned by the user. This allows the user to actively perform reception operation, that is, to receive the transmitted information on the user's terminal by operating the transmitting and receiving terminal to perform reception operation. For passive reception, continuously placing the receiving terminal placed into a reception-ready state allows the automatic information reception when the receiving terminal moves and approaches the transmitting terminal. The information transmitting source is allowed to dynamically register and update the transmitting information through editing information in accordance with the reception image of the transmitting and receiving terminal on the receiving side. This allows the flexible information transmission with easiness and low cost (for example, town information and entertainment information can be directly transmitted from shops and companies).

[0029]

[Embodiments of the Invention]

Next, embodiments of the present invention are described with reference to the attached drawings.

[0030]

Fig. 1 is a block diagram showing an embodiment of an information distribution system according to the present invention.

[0031]

With reference to Fig. 1, information transmitting sources A11, B12, and C13 desiring transmitting information conclude contracts with a provider 21 to obtain a right to place advertisements in corresponding information transmitting mediums A41, B42, and C43, is obtained.

[0032]

The information transmitting source A11 desiring to transmit the information transmits data through the Internet to the provider 21 for carrying out the information transfer. The provider 21 processes the data in a form required for the reception and transmission when necessary, and distributes the information through a data transmitting route A31 to the information transmitting medium A41 that the information transmitting source A11 from which the information is desired to be transmitted contracts, among the information transmitting mediums A41, B42, and C43 (when the information transmitting source from which the information is desired to be transmitted is the information transmitting sources B12 or C13, the information is distributed through data transmitting routes B32 or C33 to the information transmitting mediums B42 or C43 that the information transmitting sources B12 or C13 from which the information is desired to be transmitted contracts).

[0033]

Here, the information transmitting medium A41 (the information transmitting mediums B42 and C43) may be a signboard or an advertisement on the street, a billboard in the station, or a shop itself and a window of the shop. That is, anything may be used if it has an eye-catcher related to the information to be transmitted.

[0034]

In the information transmitting medium A41, information received through the data transmitting route A31 is transmitted through short-distance radio communication by a transmitting terminal A411 that is incorporated (or, by transmitting terminals B421 and C431 in the case of the information transmitting mediums B42 and C43, respectively), using a transmitting antenna 412 (or, transmitting antennas B422 and C432 in the case of the information transmitting mediums B42 and C43, respectively).

[0035]

In a transmission state of a transmission electrical wave A414, a transmission indicating lamp A413, to indicate the state, is set to an on-state shown by a filled circle in the drawings. Then, by looking at the information transmitting medium A41, the transmission electrical wave A414 can be known to be in the transmission state shown in full line in the drawings, even with the naked eyes (in the case of the

information transmitting medium B42, a transmission indicating lamp B423 is set to an off-state shown by an open circle in the drawings, and a transmission electrical wave B424 can be known to be in a not-yet-transmission state shown in dotted line in the drawing. In the case of information transmitting medium C43, transmission indicating lamp C433 is set to the on-state shown by the filled circle in the drawings, and a transmission electrical wave C434 can be known to be in the transmission state shown in full line in the drawings).

[0036]

The transmission electrical waves A414, B424, and C434 are used for the short-distance radio communication, thus the reach areas are limited. As schematically shown in transmission electrical waves receivable areas, the transmitting terminals A411, B421, and C431 have reception areas A415, B425, and C435 respectively, in which reception is possible only within a certain area.

[0037]

If a transmitting and receiving terminal 52 is carried and moved, as denoted by the numeral 60, from outside the transmission electrical wave receivable areas, and if a reception antenna 521 enters the reception area A415 of the transmitting terminal A411 thereafter, a receivable-state indicating lamp 522,

which, in the transmitting and receiving terminal 52, has shown a non-reception state by the open circle in the drawing through the reception antenna 511 in accordance with a reception state of a transmitting and receiving terminal 51, lights up to show the reception state of a receivable-state indicating lamp 511 shown by the filled circle in the drawing. Then, a display screen changes from the state in Fig. 3 to the state in Fig. 4, for example.

[0038]

Fig. 3 shows a menu screen of a reception terminal in the information distribution system according to the present invention. Fig. 4 shows an incoming screen of the reception terminal in the information distribution system according to the present invention. Fig. 5 shows a reception information screen of the reception terminal in the information distribution system according to the present invention.

[0039]

By performing a receiving operation in the state of Fig. 4, transmission information can be received as shown in Fig. 5.

[0040]

Additionally, terminals also employed as a small portable information processing terminal like a portable phone, are used as the transmitting and receiving terminals 51 and 52.

[0041]

Fig. 2 shows an incoming state in the information distribution system according to the present invention.

[0042]

If the transmitting and receiving terminal 52 outside the transmission electrical waves receivable areas moves 60, and enters the reception area A415, which is the transmission electrical waves receivable area of the transmitting terminal A411, a receivable-state indicating lamp 512 of the transmitting and receiving terminal 51 lights up. The state of a menu screen 70 in the Fig. 3 shown on the display screen changes into the state of an incoming screen 80 in Fig. 4.

[0043]

In other words, when it is found that a transmission indicating lamp A413 of the information transmitting medium A41 is in the on-state, information can be received at a user's own will if the user carrying the transmitting and receiving terminal 52 moves 60 to the reception area A415 of the transmitting terminal A411, when the information is interesting enough for the user to do so. Thus, information that meets the user's interest can be selectively received.

[0044]

Here, if continuous reception of the information

is desired, detailed information can be received by transmitting such a command.

[0045]

With reference to Fig. 4, transmission of a command #1 (receive) makes it possible to receive the detailed information to obtain the information as shown in Fig. 5. Additionally, Fig. 5 shows as the drawing, a detailed information 90, in which received information cannot be shown within one page on a small screen, and a detailed information 91, which is browsed by scrolling the screen.

[0046]

If a command #3 (a request for catalog mailing) is transmitted in the state of Fig. 4, a profile such as an address and a name of the user is transmitted from the transmitting and receiving terminal 51 on a user's side, to then be fed back as data to the information transmitting source A11, which is a source on a side of the transmitting terminal A411. Then, it is possible to receive the catalog by mail at a later date.

[0047]

Additionally, in transmitting the personal information, different variations on specific measures such as the use of a member code number and a personal identification number can be considered, in view of security.

[0048]

Fig. 6 shows the incoming state in which the personal information is provided via a personal profile management company of the information distribution system according to the present invention, in order to request data. Depending on circumstances, however, as shown in Fig. 6, it is possible to carry out a personal profile transmission request 611 for requesting the transmission of the information on a necessary advertisement, to a personal profile management company 61 for managing the personal profile, in order to carry out a data request 613 for providing the personal information from the personal profile management company 61 as the third company via 621 a provider 21 to request the data.

[0049]

As a feedback from the transmitting and receiving terminal 51, it is easy to carry out not only the request for the detailed information but also questionnaires. For example, it is possible to place the information transmitting medium A41 of the present invention in the street where young people meet up, and transmit the questionnaires targeted at the young people, in order to obtain the feedback immediately on the spot.

[0050]

By permanently placing the information

transmitting mediums A41, B42, and C43 as information transmitting sites in a specific place, and by changing advertisers, namely, the information transmitting sources A11, B12, and C13 one after another, it is possible to operate a questionnaire site named as an outdoor information transmitting base.

[0051]

As a matter of course, it is possible to reject the reception by selecting commands or returning to the menu, for example.

[0052]

For the information transmitting sources A11, B12, and C13, it is possible to directly carry out transmission and updating of the information depending on a contract with a provider, since the information to be transmitted is electronic information. In particular, it is possible to update the information from existing personal computers and word processors in manner of updating data in a web page, if the information is such kinds as character information, simple images, and BGM.

[0053]

As another embodiment of the present invention, it is possible to distribute merchandise information in the nearest floor, sales information at a later date, and information on a specially-prepared floor, in the interior of elevators and on escalators in a department store, for example.

[0054]

When the information such as exhibition explanation and premises explanation in a museum and a zoo shift and change in accordance with movement routes of people, it is conventionally general to use a method to obtain voice information with the use of an information storage device (a replay device for a tape, a CD, and so on) or a communication equipment like an interphone prepared on the place.

[0055]

By using the information distribution system of the present invention, it is possible to selectively receive desired explanation and to successively read the explanation on the spot in accordance with the movement of the people if a replay is immediately carried out after the reception. It is also possible to replay character data in voice with a voice synthesis technique.

[0056]

By incorporating a reception function of the present invention into a terminal with a transmission function such as a portable phone, a personal handy phone system, a personal computer with a modem, a portable information terminal equipment with a modem, and so on, it is possible to retransmit the received information to be stored in a local directory under contract (such as a storage area provided by an

internet provider) for example.

[0057]

Then, obtained information can optionally be called up without keeping the obtained information in the terminal.

[0058]

As a specific example, timetable information of a train is obtained in a station to be used and is kept on the side of the transmitting and receiving terminal, in order to directly refer to the timetable information on the side of the transmitting and receiving terminal in a normal case. In the case of the timetable information of a station that is not frequently used, data is obtained at the time of using the station and is stored in the local directory, in order to call up and refer to the data when necessary, for example.

[0059]

In the case where the information transmitting mediums with advertisement information are concentrated or where electrical wave signals are weak, it is possible to similarly obtain information by providing an interface with a direct contact on the side of the transmitting and receiving terminal, to directly connect to the information transmitting medium.

[0060]

More specifically, transmission and reception is directly carried out by preparing a connector for

connecting the transmitting and receiving terminal, to the information transmitting medium, and by providing an electromagnetically-closed area (for example, an externally shielded box) capable of transmitting only to an interference-free vicinity. That is, the form is similar to the KIOSK terminal.

[0061]

[Effect of the invention]

As described above, in the information distribution system according to the present invention, the first effect is to record desired information found in the advertisement in the street on the spot, and to obtain details.

[0062]

The reason is that the advertisement information can be received directly with the transmitting and receiving terminal by radio.

[0063]

The second effect is to feedback the response of the receiving side to the transmitting side, as an inverse flow of the information.

[0064]

The reason is that the transmission request can be carried out directly from the transmitting and receiving terminal to the transmitting side by radio.

[0065]

The third effect is a small amount of time and

effort taken in obtaining the information.

[0066]

The reason is that the information can be immediately obtained on the spot directly with the transmitting and receiving terminal by radio.

[Brief Description of the drawings]

[Fig. 1] Fig. 1 is a block diagram showing an embodiment of the information distribution system according to the present invention;

[Fig. 2] Fig. 2 shows the incoming state of the information distribution system according to the present invention;

[Fig. 3] Fig. 3 shows the menu screen in the reception terminal of the information distribution system according to the present invention;

[Fig. 4] Fig. 4 shows the incoming screen in the reception terminal of the information distribution system according to the present invention;

[Fig. 5] Fig. 5 shows the reception information screen in the reception terminal of the information distribution system according to the present invention;

[Fig. 6] Fig. 6 shows the incoming state in which the personal information is provided to request data via the personal profile management company of the information distribution system according to the present invention.

[Description of the reference Numerals and Symbols]

11: information transmitting source A
12: information transmitting source B
13: information transmitting source C
21: provider
31: data transmitting route A
32: data transmitting route B
33: data transmitting route C
41: information transmitting medium A
42: information transmitting medium B
43: information transmitting medium C
51, 52: transmitting and receiving terminals
60: move
61: personal profile management company
70: menu screen
80: incoming screen
90, 91: detailed information
411: transmitting terminal A
421: transmitting terminal B
431: transmitting terminal C
412: transmitting antenna A
422: transmitting antenna B
432: transmitting antenna C
413: transmission indicating lamp A
423: transmission indicating lamp B
433: transmission indicating lamp C
414: transmission electrical wave A

424: transmission electrical wave B
434: transmission electrical wave C
415: reception area A
425: reception area B
435: reception area C
511, 521: reception antennas
512, 522: receivable-state indicating lamps
611: personal profile transmission request
612: via
613: data request

[Document Name] Abstract

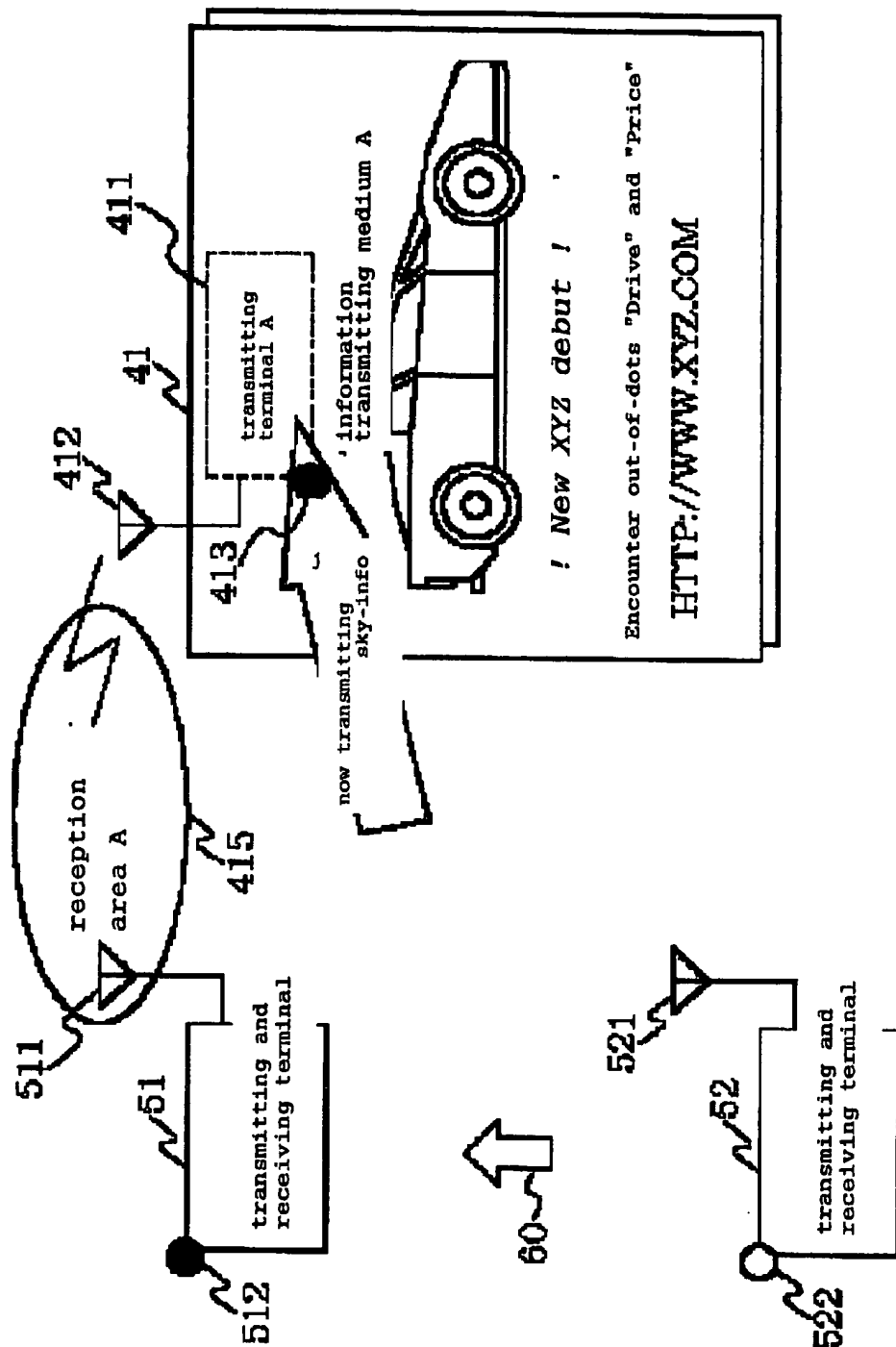
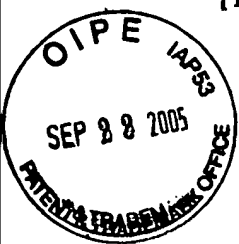
[Abstract]

[Problem] It is impossible to record advertisement information on the spot and obtain details.

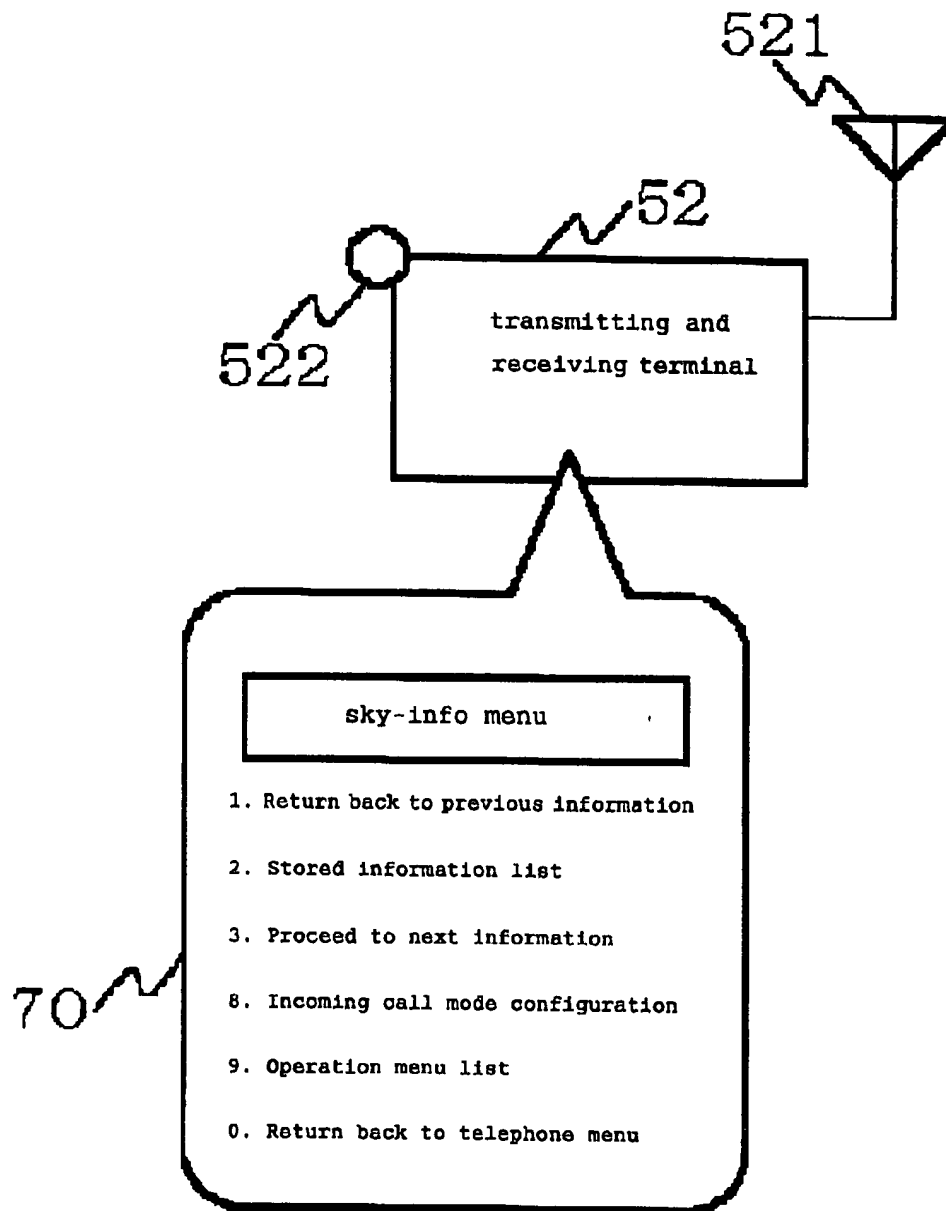
[Solving Means] Information transmitting sources A11, B12, and C13 transmits information to a provider 21 for advertisement in information transmitting mediums A41, B42, and C43, and transmits information received through data transmitting routes A31, B32, and C33 with built-in transmitting terminals A411, B421, and C431 and with transmitting antennas A412, B422, and C432, by short-distance radio communication. Transmission indicating lamps A413, B423, and C433 are set to an on-state in a transmission state of transmission electrical waves A414, B424, and C434, to set reception areas A415, B425, and C435 to a receivable-state. If a reception antenna 521, following movement 60 with a transmitting and receiving terminal 52, enters the reception area A415 of the transmitting terminal A411, a transmitting and receiving terminal 52 carries out reception through a reception antenna 511 in a reception state of a transmitting and receiving terminal 51, with a receivable-state indicating lamp 522 lighting up to show the reception state of the receivable-state indicating lamp 511.

[Selected Drawing] Fig.1

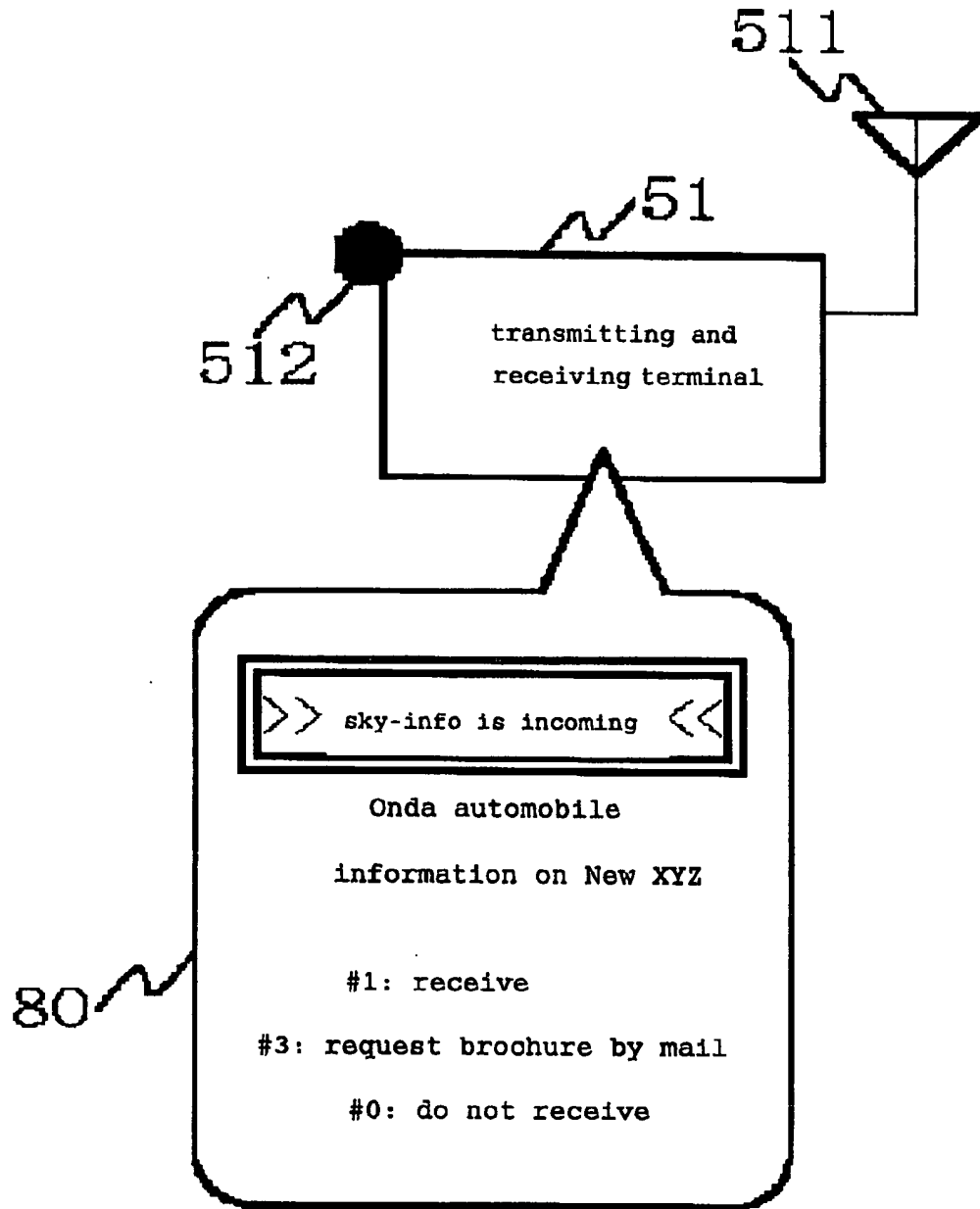
[Fig. 2]



[Fig. 3]



[Fig. 4]



[Fig. 5]



90

>>>>Sky-Info<<<<

* * *

New XYZ debut!!

*

New XYZ of Onda automobile attains
driving performance exceeding class
with low price.

Engine displacement: 1,750 liter

Maximum Power: NET145PS/6,500 rpm

Maximum Torque: NET17.5kg m/4,500 rpm

Vehicle weight: 950 kg

*

Sales campaign started from Dec. 1st
at Bridge Shop

*

GET Detailed information

<http://www.xyz.com>

* * *

>>>>Sky-Info<<<<

1. Return back to previous information
2. Stored information list
3. Proceed to next information
4. Store information
5. Link to URL
6. Remove information
8. Incoming call mode configuration
9. Operation menu list
0. Return back to telephone menu

91

OFFICE

